Mission Statement

IOLUG is an organization that provides opportunities for individuals to share and learn about current trends in libraries and technology to inspire innovation.

Vision Statement

IOLUG strives to:
- Foster an environment for individuals to network and grow professionally in the area of librarianship
- Provide opportunities for members to share current technology trends in libraries
- Provide continuing education opportunities on current technologies that impact libraries

Strategic Initiatives

Strategic Priority 1: Broaden IOLUG's Organizational Reach
- Develop a strong membership recruitment plan that engages its members and clearly portrays membership value.
- Assess marketing efforts by reviewing recent conference statistics (e.g. attendance numbers, geographic reach, number of listservs, library type, etc.).
- Develop strategic partnerships with other local organizations (e.g. ILF, PALNI, ALI, MCLS, OVGTSL), perhaps for discounts to non-IOLUG events or to co-sponsor events.
- Expand membership into non-academic libraries.

Strategic Priority 2: Expand IOLUG's Diversity ...
- Create a diversity/inclusion statement that encompasses different types of libraries, geographical range of libraries, people of color, LGBTQI community, women, other minorities.
- Include more diverse people on the IOLUG Board.

Strategic Priority 3: Build Strong Communication Channels
- Communicate with members through the use of IOLUG's website, blog, listserv, social media, and yearly newsletter.
- Administer evaluation feedback forms to program attendees in order to assess Fall and Spring program sessions and to solicit program-specific feedback.
- Use program and session evaluation data to make relevant program-specific and organizational changes where necessary.

Strategic Priority 4: Disseminate Professional Development Opportunities Within the Scope of Technology Trends

- Provide high-quality and practical technology-focused professional development opportunities.
- Pilot hands-on workshop opportunities and webinars.
- Pilot a variety of delivery methods for Fall and Spring programs.
- Provide unique networking opportunities at Fall and Spring programs that connect and strengthen relationships with attendees through the sharing of ideas.

Timeline:

Strategic Priority 1: Broaden IOLUG's Organizational Reach

- Develop a strong membership recruitment plan that engages its members and clearly portrays membership value.
- Assess marketing efforts by reviewing recent conference statistics (e.g. attendance numbers, geographic reach, number of listservs, library type, etc.).
- Develop strategic partnerships with other local organizations (e.g. ILF, PALNI, ALI, MCLS, OVGTSL), perhaps for discounts to non-IOLUG events or to co-sponsor events.
- Expand membership into non-academic libraries.

Timeline:
☐ **Short Term (2016-2017)**
- o Ongoing Goal:
  - ▪ Develop a strong membership recruitment plan that engages its members and clearly portrays membership value.
    - Determine timeline and board member responsibilities for creation of recruitment plan. Factors to possibly consider: potential invited speakers; how to educate professional community members about organization; starting a "speakers' bureau"; service projects; social events; etc.
    - Write value proposition.
    - Determine plan for promoting value proposition.
- o Ongoing Goal:
  - ▪ Assess marketing efforts by reviewing recent conference statistics (e.g. attendance numbers, geographic reach, number of listservs, library type, etc.).
    - Track attendance metrics at fall 2016 conference.
    - Analyze fall 2015/fall 2016 and spring 2016/fall 2016 conference metrics. Identify areas of opportunity.
- o Ongoing Goal:
  - ▪ Develop strategic partnerships with other local organizations (e.g. ILF, PALNI, ALI, MCLS, OVGTSL), perhaps for discounts to non-IOLUG events or to co- sponsor events.

- Select 2 organizations (first=preferred and second=back-up) to initially approach for potential partnership. Perhaps consider upcoming non- IOLUG events for co-sponsorship.
- Make initial contact with preferred organization.
  - o Ongoing Goal:
    - ▪ Expand membership into non-academic libraries.
      - Include sessions intended for non-academic librarians at fall 2016 conference.
      - Be sure to consider non-academic librarian needs and interests in development of value proposition.

☐ Mid Term (2016-2018)
- o Ongoing Goal:
  - ▪ Develop a strong membership recruitment plan that engages its members and clearly portrays membership value.
    - Implement recruitment plan.
    - Promote value proposition.
- o Ongoing Goal:
  - ▪ Assess marketing efforts by reviewing recent conference statistics (e.g. attendance numbers, geographic reach, number of listservs, library type, etc.).
    - Choose marketing opportunities to pursue for 2017 conferences, based on marketing effort analysis.
    - Form and carry out plans to increase marketing reach.
- o Ongoing Goal:
  - ▪ Develop strategic partnerships with other local organizations (e.g. ILF, PALNI, ALI, MCLS, OVGTSL), perhaps for discounts to non-IOLUG events or to co- sponsor events.
    - Continue discussions with preferred local organization regarding partnership prospects, including types of activities/collaborations.
    - Identify 2-3 potential partnership opportunities.
- o Ongoing Goal:
  - ▪ Expand membership into non-academic libraries.
    - Research and highlight relevant activities by non-academic librarians on IOLUG blog, website, and newsletter.
    - Recruit additional non-academic librarians to organization committees and officer positions.
    - Consider designing a survey about awareness of the organization and any barriers preventing individuals from joining. Think over distributing survey to relevant professional listservs, particularly those intended for non-academic librarians.

☐ Long Term (2016-2019)
- o Ongoing Goal:

- Develop a strong membership recruitment plan that engages its members and clearly portrays membership value.
  - Complete implementation of recruitment plan.
  - Assess impact of execution of recruitment plan.
- Ongoing Goal:
  - Assess marketing efforts by reviewing recent conference statistics (e.g. attendance numbers, geographic reach, number of listservs, library type, etc.).
    - Analyze conference statistics to evaluate impact of additional marketing efforts.

- Ongoing Goal:
  - Develop strategic partnerships with other local organizations (e.g. ILF, PALNI, ALI, MCLS, OVGTSL), perhaps for discounts to non-IOLUG events or to co- sponsor events.
    - Partner with a local organization on at least one professional activity.
- Ongoing Goal:
  - Expand membership into non-academic libraries.
    - Consider creating a group of non-academic librarian ambassadors/advisors who will promote IOLUG to colleagues and MLS students.
    - Develop a list of potential speakers who can address topics relevant to non-academic audiences. Consider speakers for a variety of sessions (e.g. keynote, breakout, workshop, etc.).

Strategic Priority 2: Expand IOLUG's Diversity
- Create a diversity/inclusion statement that communicates our desire to include and recruit diverse populations. These populations should encompass different types of libraries, larger geographical range of libraries, people of color, LGBTQI community, women, and other minorities.
- Include more diverse people on the IOLUG Board, and on the Program and Web Committees.

Timeline:
- **Short Term (2016-2017)**
- Ongoing Goal:
  - Create a diversity/inclusion statement that communicates our desire to include and recruit diverse populations. These populations should encompass different types of libraries, larger geographical range of libraries, people of color, LGBTQI community, women, and other minorities.
    - Action Items:
      - Set a time for the Board to meet to draft such a statement.
      - Include language about our desire to actively recruit diverse voices for the broader membership of IOLUG, as well as conference

attendees, elected and appointed Board positions, and on Program and Web Committees.

- Ongoing Goal:
  - Include more diverse people on the IOLUG Board, and on the Program and Web Committees.
    - Action Items:
      - Appoint diverse Directors at Large when current terms are complete
      - Advertise current diversity of the Board and Committees, and express desire to continue diverse makeup when recruiting for elected Board positions, and for volunteers on the Program and Web Committees

- **Mid-Term (2016-2018)**
- Ongoing Goal:
  - Implement strategies included in diversity statement
    - Action Items:
      - Post and advertise diversity statement
      - Join a wide range of local, state, and national listservs for states surrounding Indiana – Ohio, Michigan, Illinois, Kentucky, etc. Use these listservs to advertise calls for proposals and conference registrations.
      - Develop strategic partnerships with other/nearby local organizations (e.g. ILF, PALNI, ALI, MCLS, OVGTSL), perhaps for discounts to non-IOLUG events or to co-sponsor events.

- **Long Term (2016-2019)**
- Ongoing Goal:
  - Revisit success of diversity initiatives implemented as a result of the diversity statement
    - Action Items:
    - Evaluate marketing efforts to recruit membership and conference attendees from diverse populations
    - Assess success of marketing efforts by reviewing geographic locations and types of libraries reported on conference registration completions
    - Evaluate makeup of elected and appointed members of the Board
    - Evaluate makeup and initiatives towards recruiting diverse populations for committee membership

Strategic Priority 3: Build Strong Communication Channels (2016-2019)
- Communicate with members through the use of IOLUG's website, blog, listserv, social media, and yearly newsletter.
- Administer evaluation feedback forms to program attendees in order to assess Fall and Spring program sessions and to solicit program-specific feedback.

- Use program and session evaluation data to make relevant program-specific and organizational changes where necessary.

Short Term (2016-2017)
- Communicate with members through the use of IOLUG's website, blog, listserv, social media, and yearly newsletter.
  - Action Items
    - Re-establish yearly newsletter to post on website and deposit to archive
- Administer evaluation feedback forms to program attendees in order to assess Fall and Spring program sessions and to solicit program-specific feedback.
  - Action Items
    - Send follow up email to program attendees after event to invite them to fill out evaluation
- Use program and session evaluation data to make relevant program-specific and organizational changes where necessary.
  - Action Items
    - This process is continuous and should be performed after every program.

Mid-Term (2016-2018)
- Ongoing: Communicate with members through the use of IOLUG's website, blog, listserv, social media, and yearly newsletter.
  - Action Items
    - Work with membership/program attendees to write post-program blog posts about sessions attended.
    - Establish publishing schedule for Facebook posts and blog so content remains fresh.
- Administer evaluation feedback forms to program attendees in order to assess Fall and Spring program sessions and to solicit program-specific feedback.
  - Action Items
    - Investigate, experiment with ways to provide instant feedback for each session using technology (online polls, for instance)
- Use program and session evaluation data to make relevant program-specific and organizational changes where necessary.
  - Action Items
    - This process is continuous and should be performed after every program.

Long Term (2016-2019)
- Ongoing: Communicate with members through the use of IOLUG's website, blog, listserv, social media, and yearly newsletter.
  - Action Items
    - Develop/implement online-archiving tool to capture twitter and FaceBook back-chatter at IOLUG programs
- Administer evaluation feedback forms to program attendees in order to assess Fall and Spring program sessions and to solicit program-specific feedback.
  - Action Items

- Re-visit methods for encouraging completing evaluation forms. Make adjustments if needed.
  - Use program and session evaluation data to make relevant program-specific and organizational changes where necessary.
    - Action Items
      - This process is continuous and should be performed after every program.

Strategic Priority 4: Disseminate Professional Development Opportunities within the Scope of Technology Trends
- Provide high-quality and practical technology-focused professional development opportunities.
- Pilot hands-on workshop opportunities and webinars.
- Pilot a variety of delivery methods for Fall and Spring programs.
- Provide unique networking opportunities at Fall and Spring programs that connect and strengthen relationships with attendees through the sharing of ideas.

Timeline:

- **Short Term (2016-2017)**
  - Ongoing Goal:
    - Provide high-quality and practical technology-focused professional development opportunities.
      - Action Items:
        - Continue to follow established procedures in the Program Committee Chair manual to plan and implement Fall and Spring conferences.
        - Consult other local and national conferences for topic ideas and potential speakers.
  - Ongoing Goal:
    - Provide unique networking opportunities at Fall and Spring programs that connect and strengthen relationships with attendees through the sharing of ideas.
      - Action Items:
        - Continue to use lengthier lunch times and themed tables at conferences for networking opportunities.
        - Investigate additional networking opportunities.
        - Poll membership on how they prefer to network, and implement suggestions.

- **Mid-Term (2016-2018)**
  - Ongoing Goal:
    - Pilot hands-on workshop opportunities and webinars.
      - Action Items:
        - Identify potential vendors to provide hands-on workshop opportunities.
        - Poll membership for interest in presenting a hands-on workshop.
  - Ongoing Goal:
    - Pilot a variety of delivery methods for Fall and Spring programs.
      - Action Items:
        - Investigate alternative delivery methods.
        - Contact vendors for demos of delivery method products.

- **Long Term (2016-2019)**
  - Ongoing Goal:
    - Document and evaluate success of professional development opportunities.

- Action Items:
  - Develop tracking system to document number of LEUs and TLEUs earned at IOLUG conferences.